

Tobacco Marketing Code of Practice

Advertising.

- All advertising for tobacco products shall contain a health warning, the space devoted to which shall be ten percent of the advertisement's area at the bottom of the display.
- All advertising for tobacco products shall be directed towards persons who are already smokers or, in the case of tobacco products that are not smoked, users of the tobacco product in question.
- Manufacturers of tobacco products shall not use cinema to advertise tobacco products.
- No advertising of tobacco products shall appear in print media of which more than 25 percent of the circulation is read by those under eighteen years of age.
- Manufacturers of tobacco products shall not place advertising on billboards or signs located within 100 metres of schools attended by, or other facilities which are particularly frequented by, those under eighteen years of age.
- All forms of unsolicited direct mail advertising of tobacco products are prohibited; provided that manufacturers of tobacco products shall retain the right to communicate with adult users of their products.
- For the purposes of this Code, tobacco-related articles, such as lighters, matches, tobacco rolls, papers and tubes, or the like, bearing the brand names of tobacco products shall be subject to the same restrictions on advertising as tobacco products.

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Promotions.

- Manufacturers of tobacco products shall not engage in any forms of couponing, premium promotions, price reductions and stick count variations which are intended or reasonably could be foreseen to encourage nonsmokers to purchase tobacco products.
- Point of sale material shall only appear where tobacco products are sold, and the content of all point of sale material shall be in conformance to the advertising provisions of this Code.
- No promotion of tobacco products shall be directed to persons under eighteen years of age; nor shall any promotion of tobacco products be undertaken at events with particular appeal to those under eighteen years of age.
- No sample tobacco products shall be offered to those under eighteen years of age.
- No promotional materials and/or incentives relating to tobacco products shall be distributed by direct mail.

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Diversifications.

Preamble

The importance of trademarks has been considerably heightened in the past years. Shareholders and employees rightfully expect a company to maximise the intrinsic value of its assets, including trademarks. As evidenced by the activities undertaken by the owners of major international trademarks, including Coca Cola, Boeing, Yamaha, Harley Davidson, etc., diversification is an integral element of such maximisation of value.

Code

- Manufacturers of tobacco products shall not license their tobacco trademarks for use on articles such as candy and food products, toys and games, school articles, or sports equipment such as tennis raquets, skis, etc. Manufacturers of tobacco products shall take all reasonable steps to preclude such usage.
- Manufacturers of tobacco products shall not exploit trademarks established in other areas of commerce in introducing new tobacco product brands.

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Sponsorship.

- Manufacturers of tobacco products shall not advertise sponsored events, teams, or people.
- No sports event sponsored by a tobacco manufacturer shall use the brand name of a tobacco product in the title of that event.
- Manufacturers of tobacco products shall not sponsor events for, or which particularly appeal to, those under the age of eighteen.

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Definitions

Advertising: paid for space in press, outdoor, or electronic media used to depict or explain the product image and or proposition.

Promotion: the act of providing the consumer with knowledge about the product and its attributes at the point of sale or on the pack/carton.

Diversification: the practice by which a trademark owner licences that mark in order to move into other product or service categories unrelated to the original brand name or does so itself.

Sponsorship: providing money to a sport, team, individual or event in exchange for brand name association with that undertaking.

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